GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:852
ANSWERED ON:26.02.2009
INCREDIBLE INDIA CAMPAIGN
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Will the Minister of TOURISM be pleased to state:

(a) the steps taken by the Government in pursuance of its campaign 'Incredible India' to boost tourism;

(b) the expenditure incurred for this campaign during the last three years and the current year; and

(c) the number and names of places of Karnataka included in the 'Incredible India' campaign?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): Ministry of Tourism promotes and publicizes the tourism attractions of the country in the domestic as well as the international markets through thematic and generic promotional campaigns. Ministry also undertakes various publicity activities like production of tourism literature & collaterals,participation in domestic and international travel fairs and provides information through its domestic and international offices as well as its website.Ministry also invites Media persons, tour operators and Opinion Makers to visit the country under hospitality programme and assists tour operators for overseas promotions.

(b): Details of the Budget Estimates / Expenditure incurred for overseas and domestic marketing and promotions are as under:-

Year	Overseas Promotion, Publicity and MDA & Hospitality	Domestic Promotion, Publicity
2008-09 (Budget Estimates)	Rs. 220 Cr.	Rs. 72.00 Cr. (including advertising and publicity of NE Region)
2007-08 (Expenditure Incurred)	Rs. 170.89 Cr.	Rs. 64.11 Cr.#
2006-07 (Expenditure Incurred)	Rs. 173.35 Cr.	Rs. 60.17 Cr.
2005-06 (Expenditure Incurred)	Rs. 165.93 Cr.	Rs. 56.07 Cr.

#Provisional

(c): Through Incredible India Campaigns the Ministry promotes the whole of India including the tourism sites and attractions of Karnataka.